

# HOW TO BUILD A TOP SAFETY CULTURE

## 3 BUILDING BLOCKS FOR AN EXCELLENT SAFETY CULTURE

Presented by

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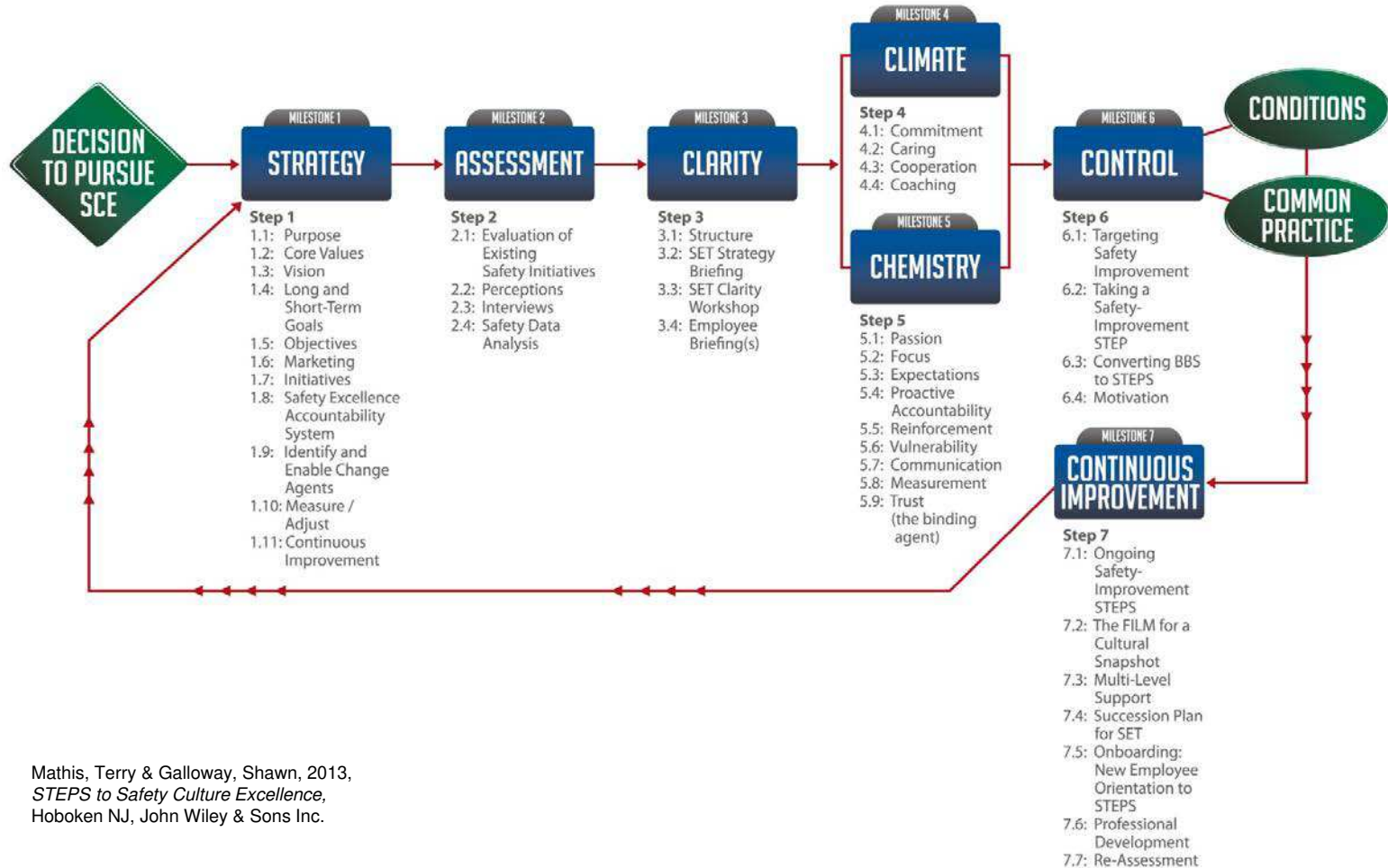
# WHAT WE'LL COVER

- What is “Safety Culture”?
- Establishing Your Ideal Safety Culture
- Measuring Your Current Culture
- Executing Against A Strategy for a Top Safety Culture
- Q&A
- Action Steps



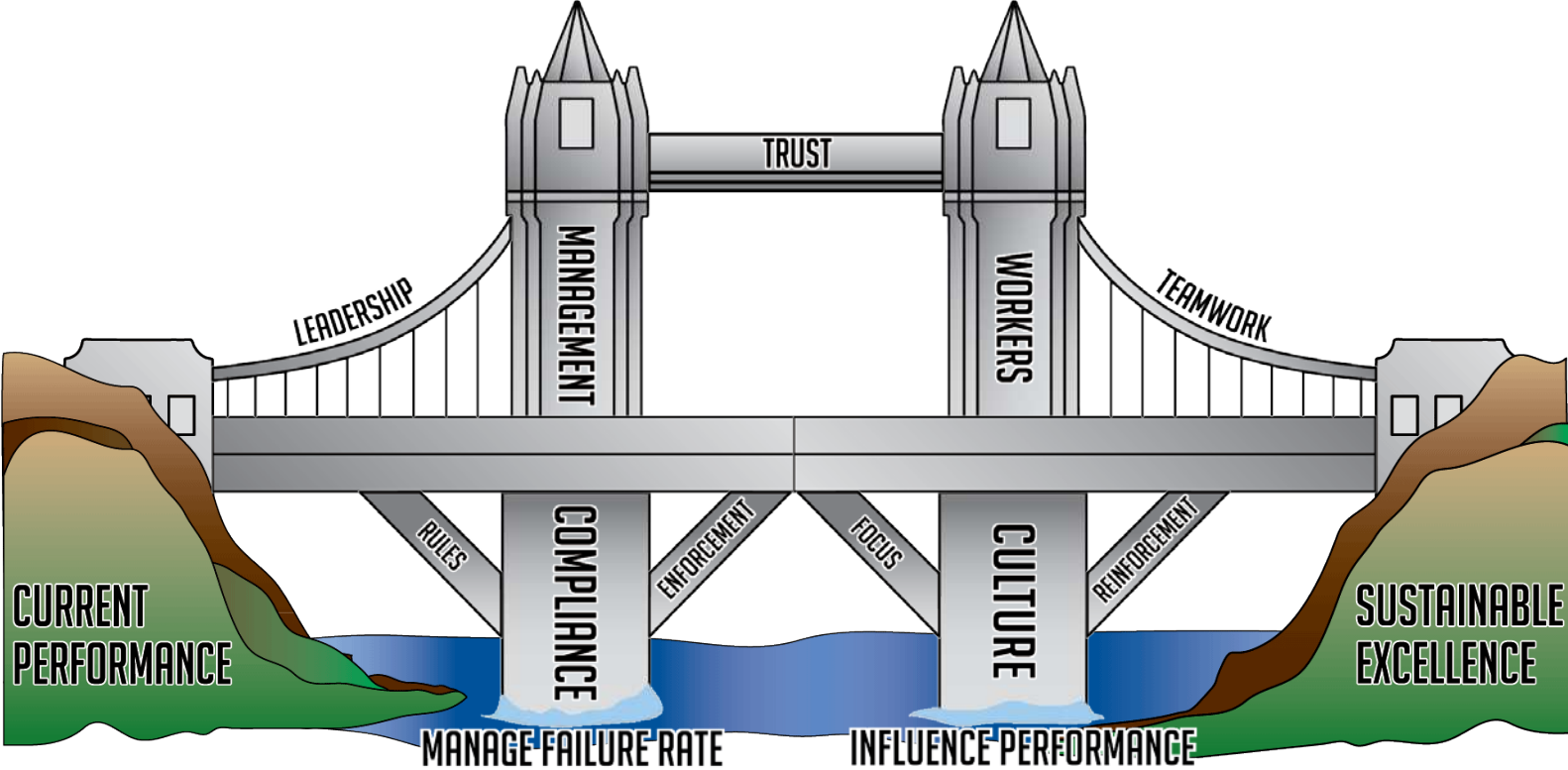
# ESTABLISHING YOUR IDEAL SAFETY CULTURE

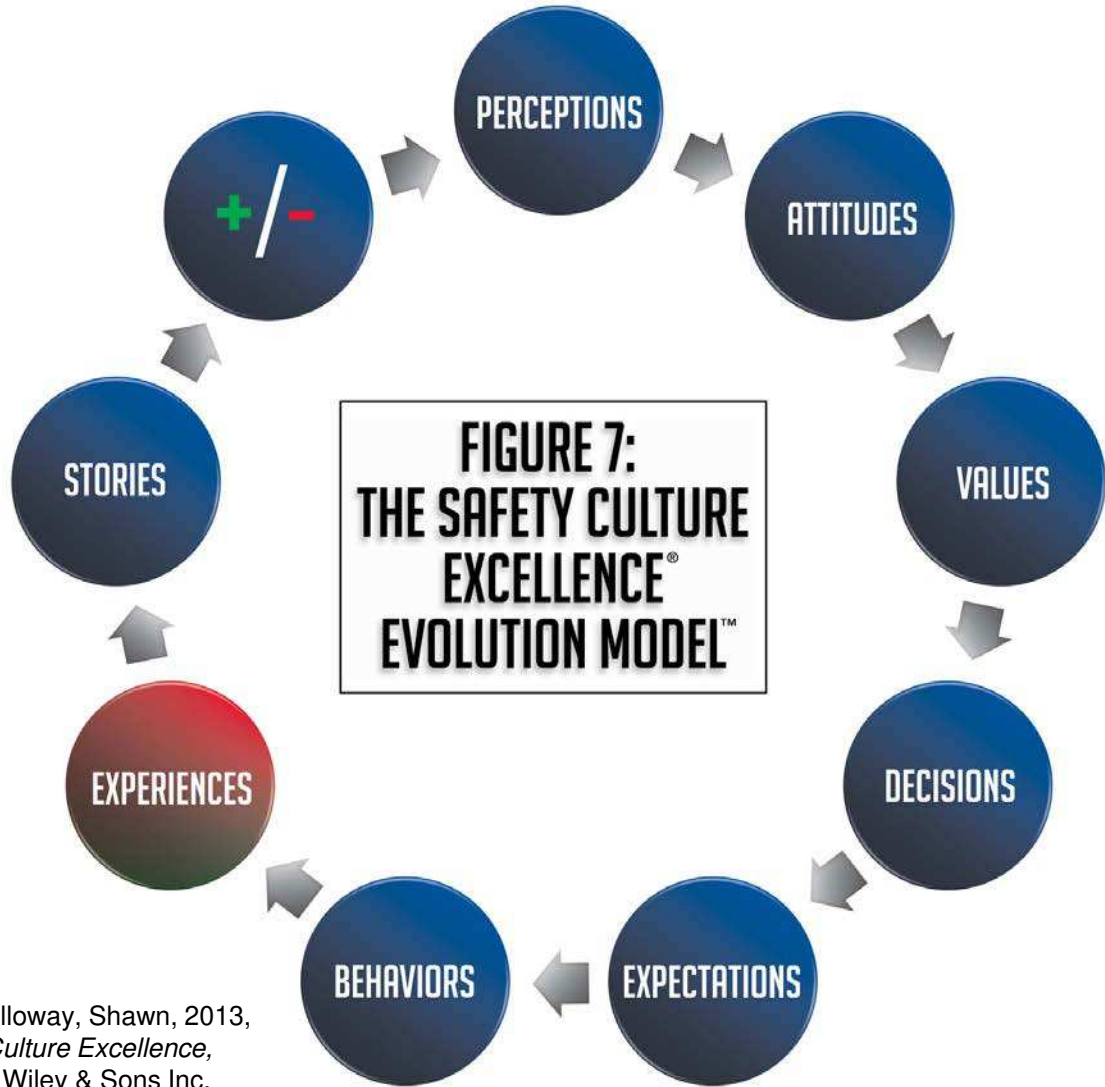
# FIGURE 9: STEPS FLOWCHART



Mathis, Terry & Galloway, Shawn, 2013, *STEPS to Safety Culture Excellence*, Hoboken NJ, John Wiley & Sons Inc.

# The Bridge to Safety Excellence™





Mathis, Terry & Galloway, Shawn, 2013,  
*STEPS to Safety Culture Excellence*,  
Hoboken NJ, John Wiley & Sons Inc.



# MEASURING YOUR CURRENT SAFETY CULTURE

**FIGURE 21: THE CHEMISTRY OF SAFETY CULTURE EXCELLENCE™**



Mathis, Terry & Galloway, Shawn, 2013,  
*STEPS to Safety Culture Excellence*,  
Hoboken NJ, John Wiley & Sons Inc.

# As You Get Closer to Zero

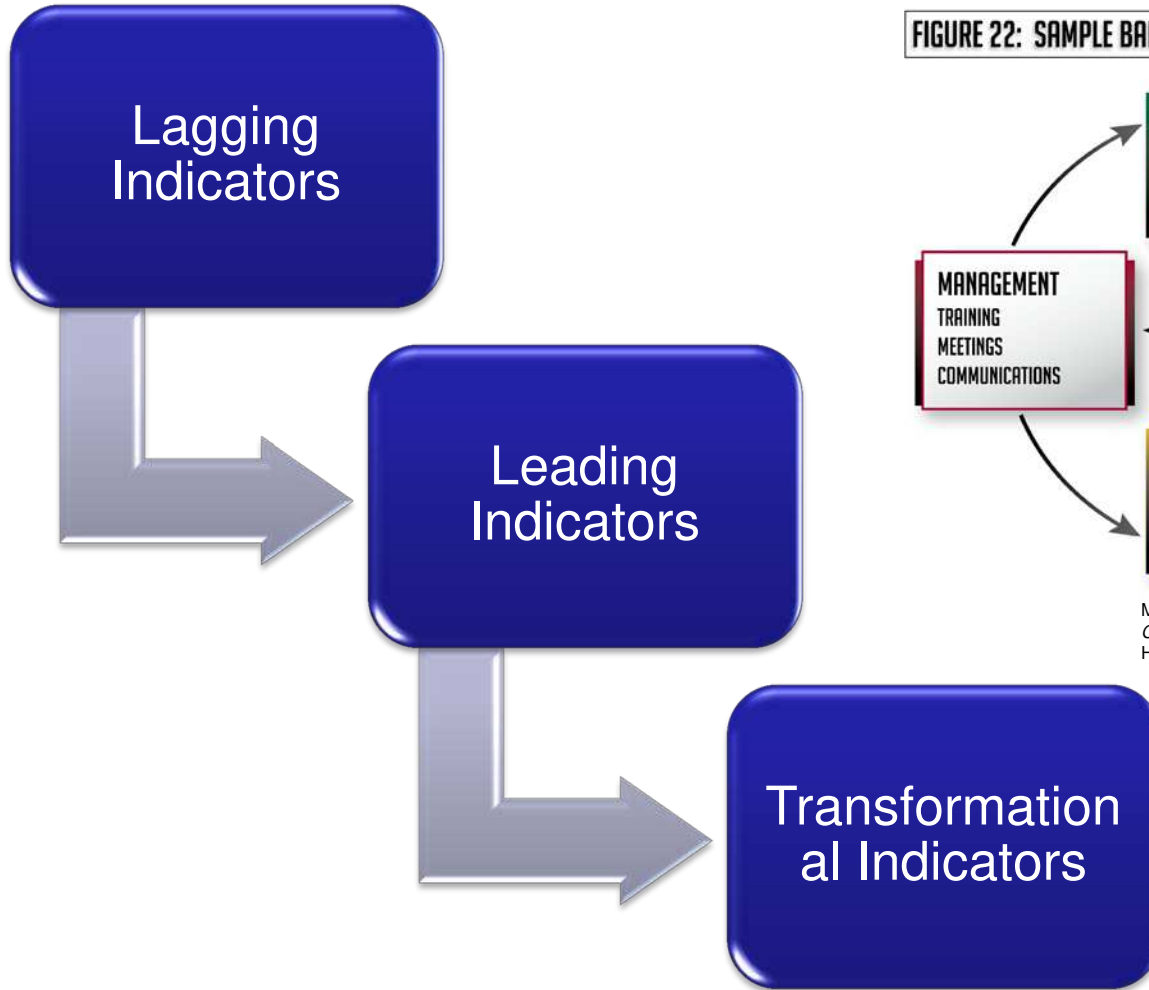
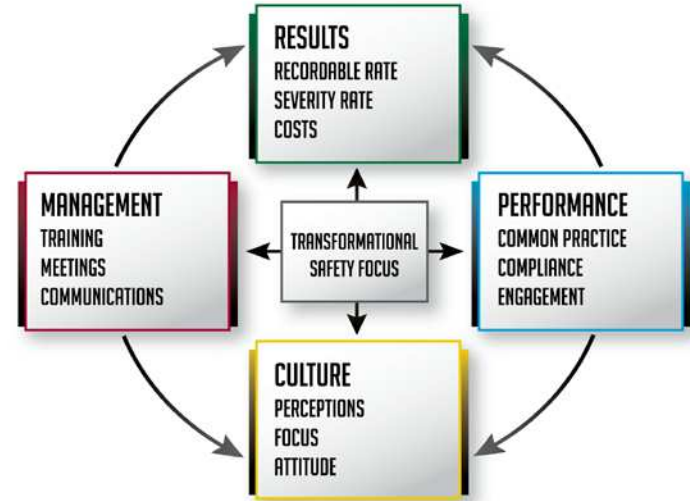


FIGURE 22: SAMPLE BALANCED SCORECARD FOR SAFETY EXCELLENCE



Mathis, Terry & Galloway, Shawn, 2013, *STEPS to Safety Culture Excellence*, Hoboken NJ, John Wiley & Sons Inc.



## Strategic Choices for Safety Culture Excellence<sup>SM</sup>

- Beliefs
- Decisions
- Behaviors
- Experiences
- Stories
- Knowledge

# WHY MEASURE?

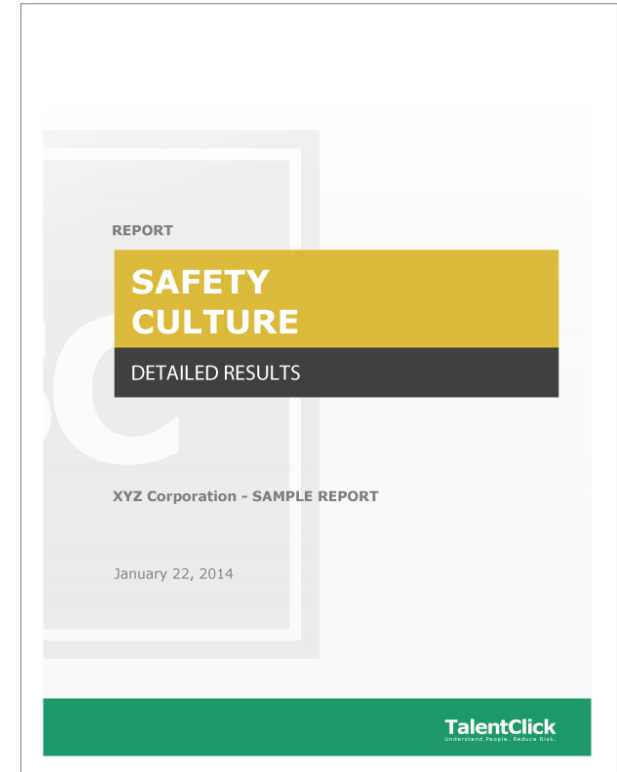
Measuring Safety Culture lets us more accurately see:

1. How safety is perceived, valued and prioritized in an organization
2. Which actions can be taken to make improvements



# A SAMPLE DIAGNOSTIC TOOL: THE SAFETY CULTURE ASSESSMENT

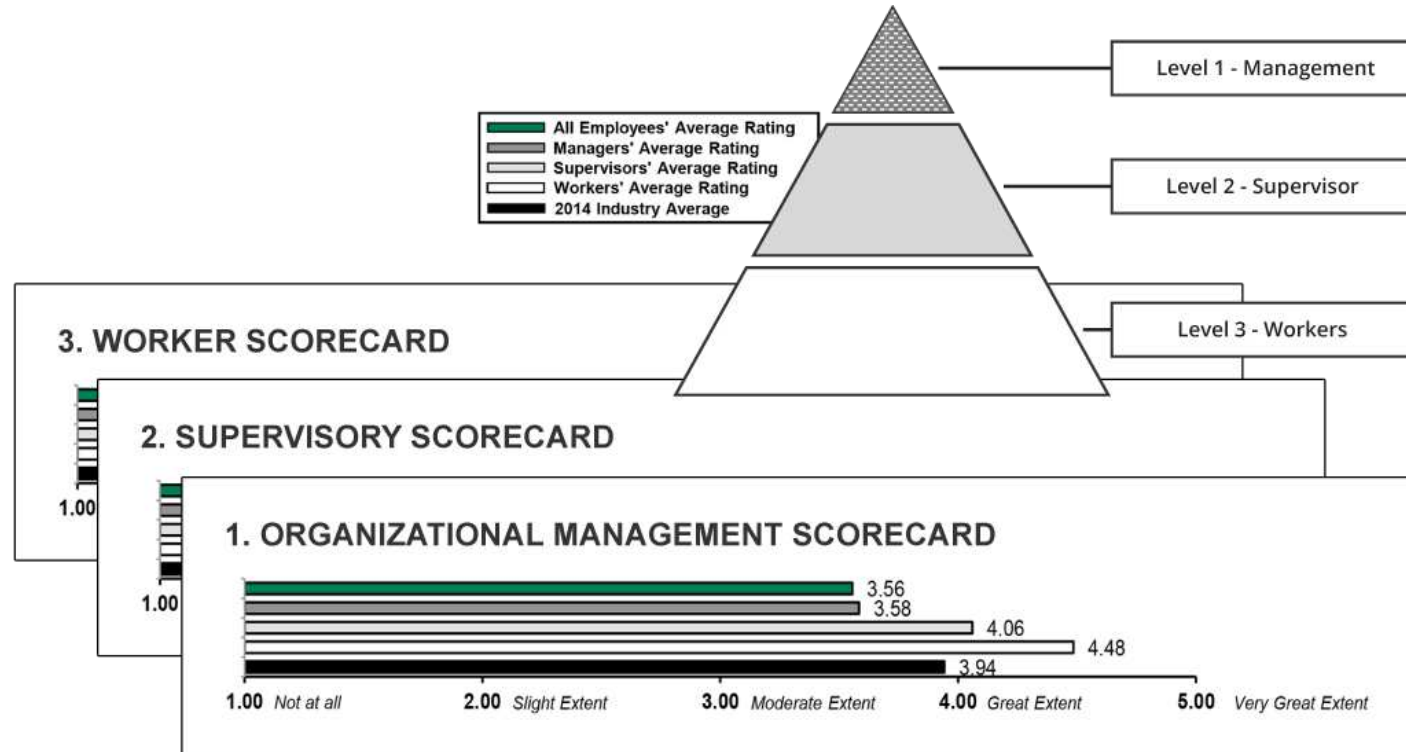
- Online feedback survey
  - 70 questions
  - ~10 minutes to complete
- Anonymous responses
- Use to measure at least 10% of employees
- Mix front-line workers, supervisors and managers



# RESULTS PRESENTED IN 5 DIFFERENT WAYS

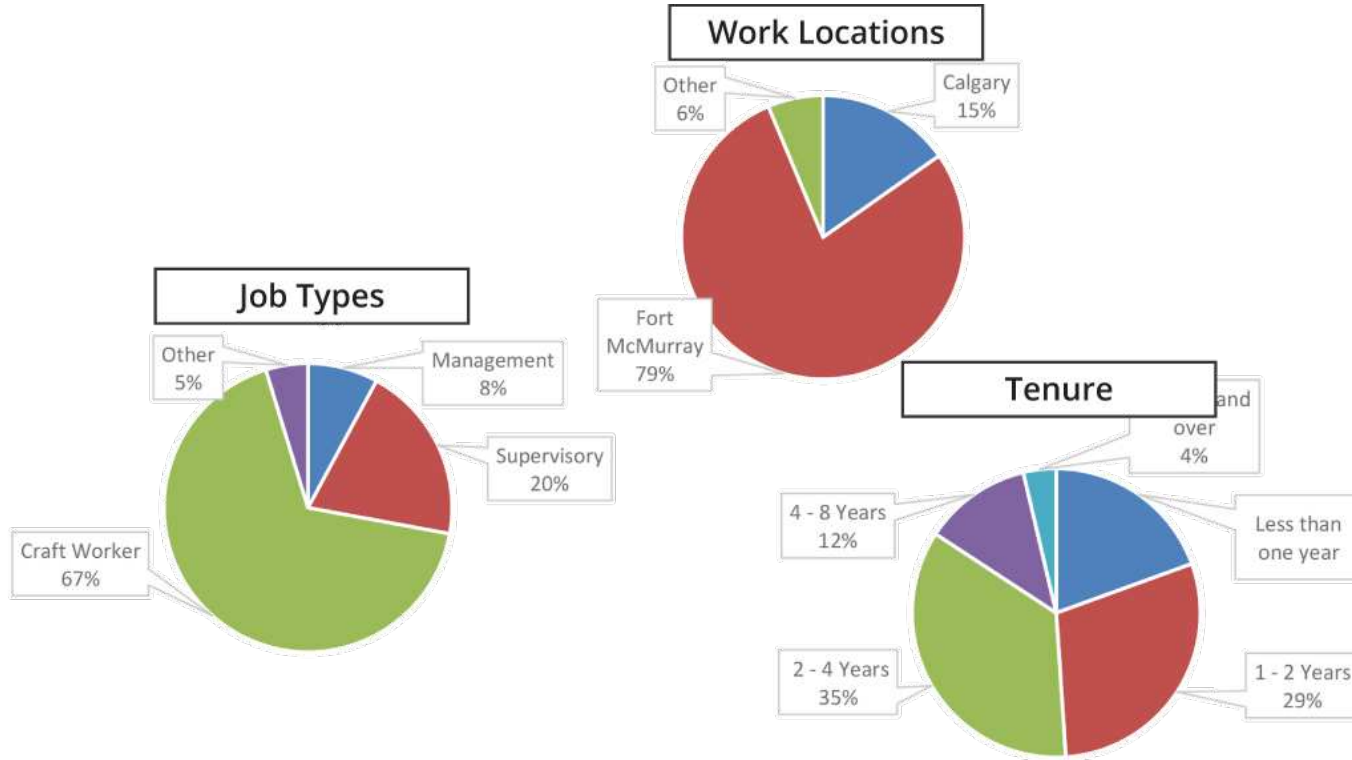


# MEASURING: EMPLOYEE FEEDBACK SCORES





# MEASURING: BREAKDOWN OF PARTICIPANTS



# MEASURING: TOP RATED QUESTIONS

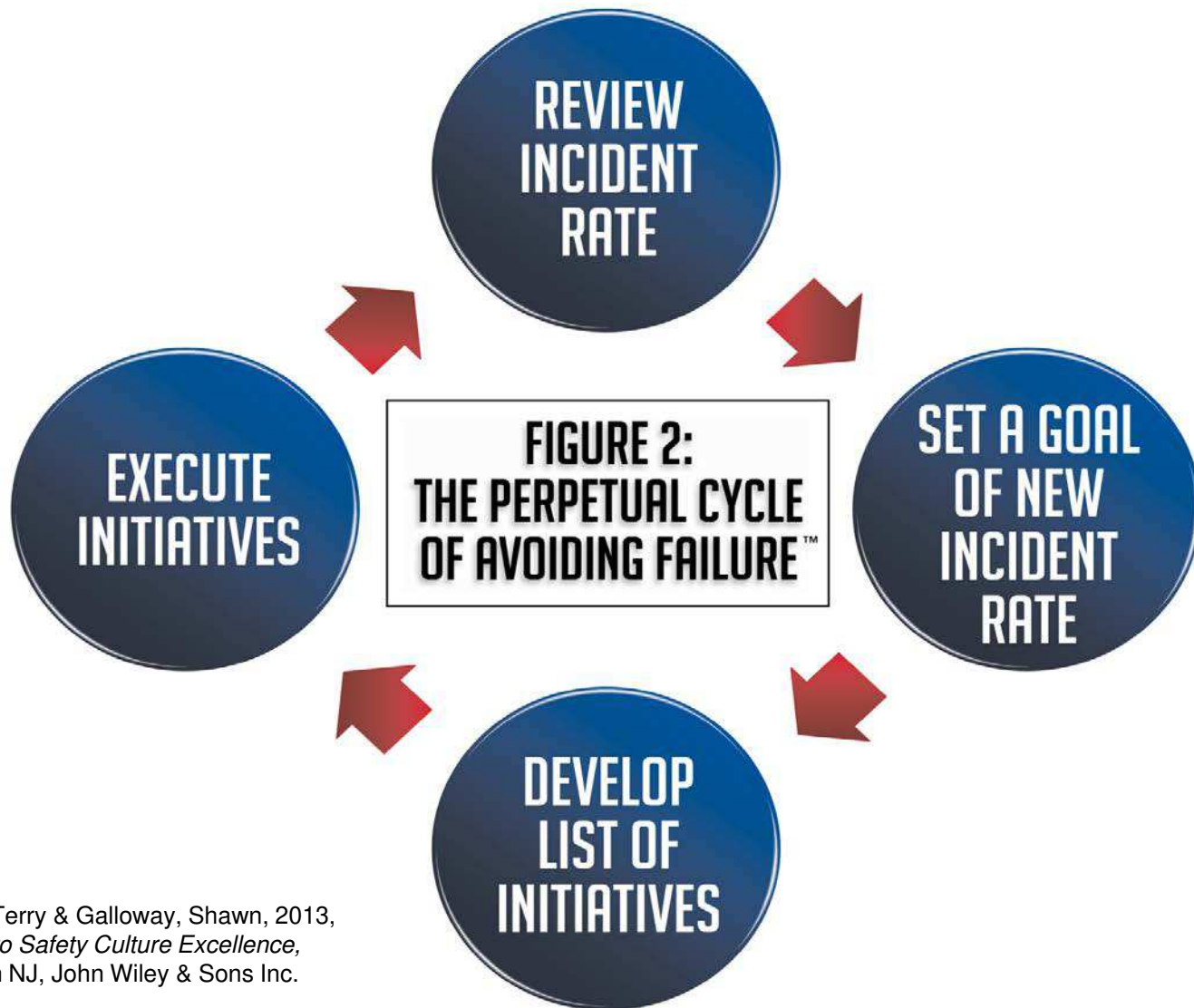
## EMPLOYEE FEEDBACK - Lowest Rated Questions

			All		Super		
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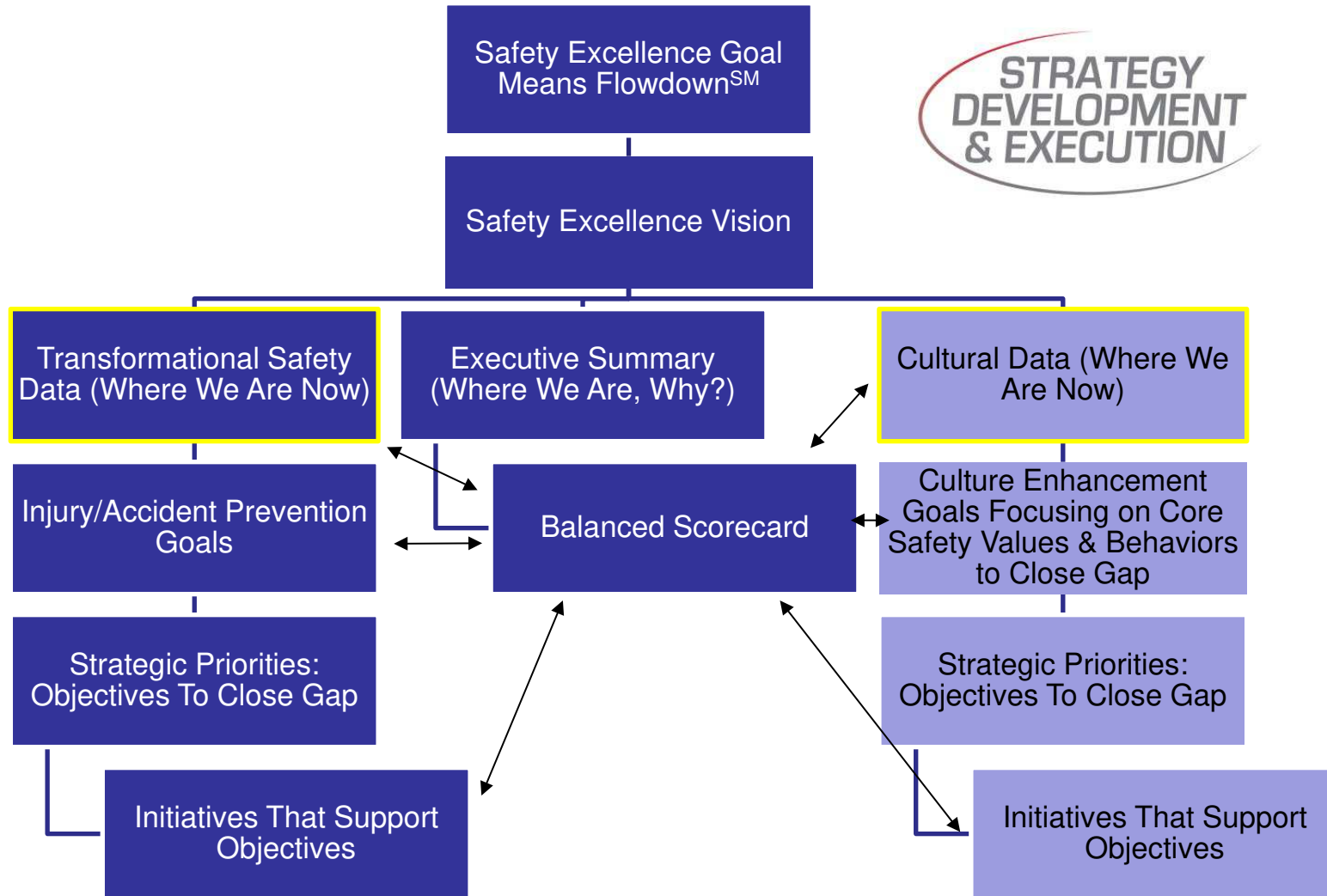
## EMPLOYEE FEEDBACK - Highest Rated Questions

		Question Text	Dimension	All Employees' Average Rating	Mangers' Average Rating	Super - visors' Average Rating	Workers' Average Rating	2014 Industry Average
1	1	Supervisors monitor if workers are fatigued or tired	Supervisory Monitoring and Enforcing	4.84	4.22	4.56	4.72	3.57
2	2	Management communicates high standards for safety	Managerial Participation in Safety	4.8	4.21	4.53	4.69	3.24
3	3	There is a recognition program to reward safe workers	Managerial Commitment to Safety	4.82	4.2	4.51	4.72	3.56
4	4	Management invests a lot of time into	Managerial Commitment	4.81	4.19	4.48	4.72	3.11

# IMPLEMENTING A STRATEGY FOR A TOP SAFETY CULTURE



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# Four Insightful Questions



If We Couldn't  
Punish, How To  
Ensure Rule-  
Following?

What is Safety  
Excellence?

How Do We  
Currently  
Demotivate  
Safety  
Excellence?

How Do We  
Currently Add  
Value &  
Motivate Safety  
Excellence?

# Questions?

[connect@talentclick.com](mailto:connect@talentclick.com)

# ACTION STEP 1: RATE YOUR SAFETY CULTURE MATURITY

*Free Safety Culture  
Maturity  
Measurement Tool*

Check your email  
for instructions!

**FIGURE 21: THE CHEMISTRY OF SAFETY CULTURE EXCELLENCE™**



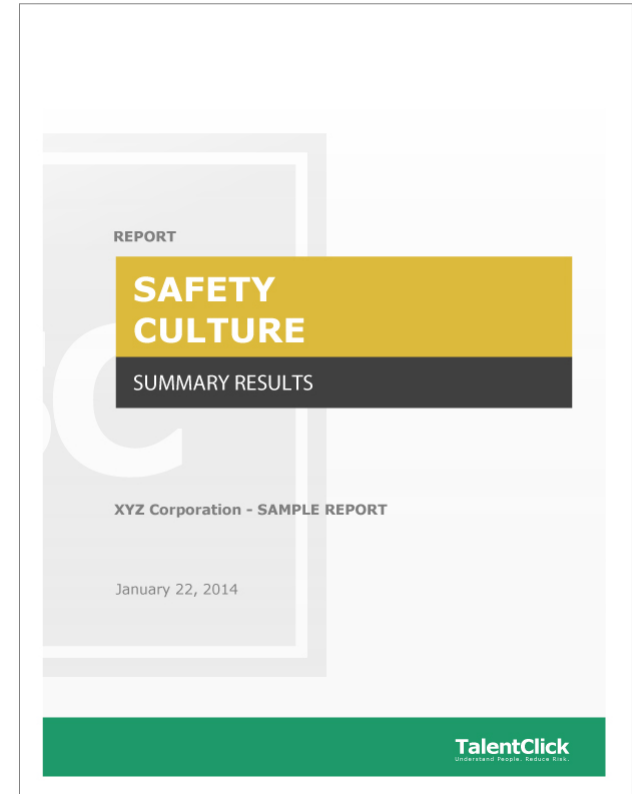
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# ACTION STEP 2: MEASURE YOUR SAFETY CULTURE

*Free Safety Culture  
Perception Survey  
(Summary Report)*

Check your email for  
instructions!



# THANK YOU

SEND FEEDBACK TO [CONNECT@TALENTCLICK.COM](mailto:CONNECT@TALENTCLICK.COM)

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